

MEDIA KIT 2006

About Asian Aviation

Asian Aviation is a specialist publication dedicated to the rapidly expanding aviation industry in the Asia-Pacific region, central and southern Asia. Published by Ventura Media Asia Pacific, owner of the internationally respected *Asia-Pacific Defence Reporter*, *Asian Aviation* prides itself on its incisive but balanced approach to worldwide developments affecting the regional end-user.

Read in over 70 countries

Asian Aviation has quickly established itself as a leading source of relevant, timely and objective information on all aspects of the Asia-Pacific region's aerospace industries.

The controlled circulation encompasses a broad but carefully selected range of management personnel and key decision makers at airlines, airports, manufacturers and associated aviation industries, as well as regulatory bodies and relevant government departments.

The best editorial coverage for the region

Asian Aviation is driven by events and happenings in the broader regional aerospace community and the bulk of its coverage reflects these changes. Each issue however also includes key features that define the regional marketplace in the face of regional and global influences.

Our international correspondents are renowned for their aviation knowledge and experience and are highly respected worldwide. Their in-depth features cover the following subjects:

• Aircraft Manufacturers • Ground Handling • Airlines
• Helicopters • Airports • Legal • Avionics • Security • MRO and Upgrades • Cargo • OEMs • Corporate Aviation • Para Military • Domestic & regional airlines • Regional Carriers
• Finance & Leasing • Flight Training • Simulation & Training

Reliable data, critical information and directories

In addition to the reporting of relevant, accurate news, each issue of *Asian Aviation* contains 'The Data Page' detailing critical information such as fuel prices, airport and airline traffic data. There are also bound-in directories providing authoritative information on areas such as airline fleets and simulators/training devices etc.

Looking ahead

According to Boeing forecasts, Asian airlines will buy or lease 6,200 airliners over the next 20 years with an estimated market value of \$649 billion and China will require 2,400 jetliners to become the world's second largest airplane market. On top of this, the total market for defence exports to Asia alone is predicted to rise to \$70b by 2006! Asia-Pacific is now arguably the second largest market in the world for aerospace and defence products.

The Asian Aviation Team

Andrzej Jeziorski – *Editor*, a former aeronautical engineer with 13 years journalistic experience, Andrzej has spent six years covering Asia's aviation and aerospace industries.

He previously worked as the Singapore-based regional editor for *Flight International* magazine and as Asia transportation editor for *Bloomberg News*. He has often provided comment on the industry to broadcasters such as the BBC and TV New Zealand.

Emma Kelly – *Senior Reporter*, an aviation journalist since 1989, Emma spent 5 years with *Flight International*, most recently as news editor, heading a team of 20 plus journalists and contributors located throughout the world.

Matt Freeman – *Director of Sales and Marketing*, has over 10 years experience in publishing, working in various industries, particularly the European business meetings market.

Ross Butler – *Publisher of Asian Aviation*, Ross has concentrated on the publishing sector for the past twenty years mostly specialising in defence and aerospace.

Additional contributors:

Peter La Franchi – Defence

Dennis William – Malaysia

Ian Goold – Europe

Veena Singh – India

Sam Chui – China

Nigel Pittaway – Australia

10 Reasons to advertise in *Asian Aviation*...

- 1 Asia-Pacific is the fastest growing aerospace market in the world today.
- 2 *Asian Aviation* is the only broad based aviation publication that specialises in the Asia-Pacific region.
- 3 *Asian Aviation* is a true 'industry' publication ensuring your message is read by professional decision makers and not by 'enthusiasts'.
- 4 *Asian Aviation* is the most informative publication in the market priding itself on news from around the whole of the Asia-Pacific region.
- 5 Unique in appearance, its tabloid style ensures *Asian Aviation* is clear and easy to read.
- 6 *Asian Aviation* is not beholden to any special interest group so it is truly independent and its content impartial.
- 7 *Asian Aviation's* unique 'news breaking' content means there is greater relevance and importance for those who read the magazine in order to know the latest in the market.
- 8 *Asian Aviation* reaches over 70 countries worldwide.
- 9 Each copy of *Asian Aviation* is sent to an individual reader, there is no bulk dumping.
- 10 Published out of Singapore, *Asian Aviation* is at the hub of the region for news.

What our advertisers say...

"Since its launch *Asian Aviation* has become an important advertising vehicle for ExecuJet, with it's easy to read format and topical editorial the magazine assists us to reach our valued customers throughout the region "

Michelle Avis, Regional Marketing Manager, ExecuJet Australia

"We find *Asian Aviation* to be an excellent means to regularly advertise our business to our widespread and specialised customer base."

Paul Mathieson, General Manager Commercial and Marketing, Qantas Defence Services





Circulation Breakdown

ASIA PACIFIC

Afganistan	2	Indonesia	167	North Korea	3	Taiwan	71
Australia	1705	Japan	193	Pakistan	52	Thailand	69
Bangladesh	5	Laos	3	Papua New Guinea	53	Tonga	5
Brunei	15	Macau	26	Philippines	67	Vanuatu	10
Cambodia	17	Malaysia	147	Samoa	3	Vietnam	26
China	312	Myanmar	2	Singapore	412	Western Samoa	2
Cook Islands	2	Nauru	2	Solomon Islands	7	TOTAL	4,254
Fiji	18	Nepal	14	South Africa	43		
Hong Kong	162	New Caledonia	16	South Korea	71		
India	210	New Zealand	207	Sri Lanka	35		

EUROPE

Austria	5	Germany	51	Norway	14	Switzerland	24
Belgium	11	Greece	2	Poland	4	United Kingdom	181
Czech Republic	8	Italy	8	Romania	1	Ukraine	6
Denmark	12	Luxembourg	1	Russia	64	TOTAL	580
Finland	1	Netherlands	26	Spain	5		
France	125	Northern Ireland	2	Sweden	29		

NORTH AMERICA

Canada	21
USA	245
TOTAL	266

SOUTH AMERICA

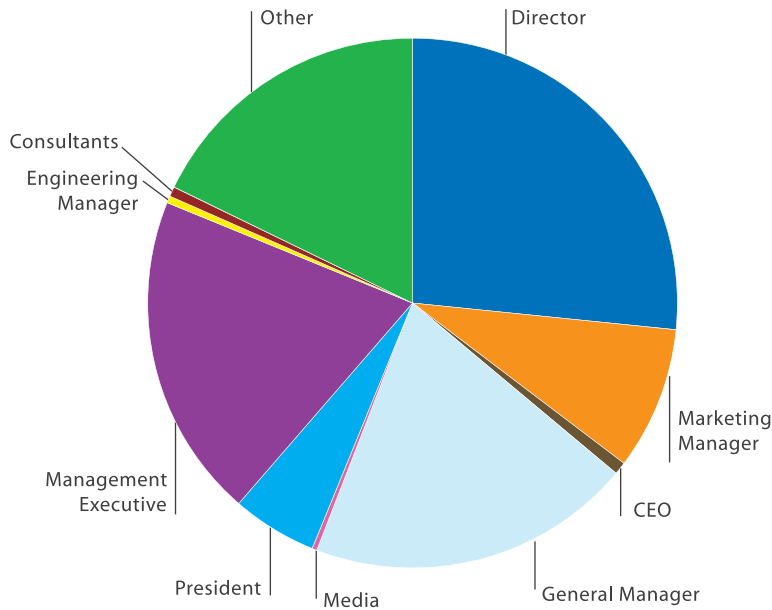
Brazil	21
TOTAL	21

MIDDLE EAST

Bahrain	2
Israel	9
Turkey	5
United Arab Emirates	27
TOTAL	43

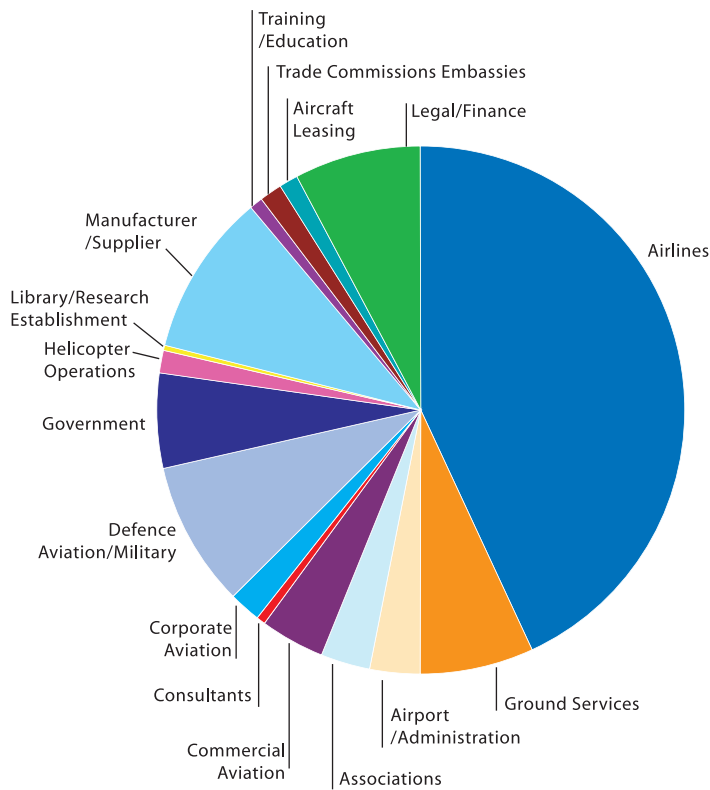
Readership Breakdown

BY JOB TITLE



CEO	72	1.4%
Consultants	67	1.3%
Director	1437	27.8%
Engineering Manager	19	0.4%
General Manager	984	19%
Management Executive	927	18%
Marketing Manager	497	9.6%
Media	36	0.7%
President	245	4.7%
Other	873	16.9%

BY INDUSTRY



Aircraft Leasing	56	1.1%
Airlines	2133	41.3%
Airport/Administration	141	2.7%
Associations	150	2.9%
Commercial Aviation	237	4.6%
Consultants	23	0.4%
Corporate Aviation	120	2.3%
Defence Aviation/Military	422	8.2%
Government	262	5.1%
Helicopter Operations	90	1.7%
Legal/Finance	375	7.3%
Library/Research Establishment	19	0.4%
Manufacturer/Supplier	571	11%
Training/Education	92	1.8%
Trade Commissions/Embassies	61	1.2%
Other	314	6%

Advertising Rates

FOUR COLOUR	1x	3x	6x	11x
DPS	7595	7215	6985	6680
FULL COLOUR PAGE	4220	4010	3880	3710
JUNIOR FULL COLOUR PAGE	3165	3005	2910	2785
HALF PAGE	2740	2600	2520	2410
ONE THIRD PAGE	2110	2005	1940	1850
QUARTER PAGE	1685	1600	1550	1480

MONO	1x	3x	6x	11x
DPS	5315	5050	4890	4675
FULL PAGE	2955	2807	2715	2595
JUNIOR MONO PAGE	2215	2100	2035	1950
HALF PAGE	1918	1820	1765	1685
ONE THIRD PAGE	1475	1405	1360	1295
QUARTER PAGE	1180	1120	1085	1035

COVERS	1x	3x	6x	11x
Back Cover	5065	4810	4655	4450
Inside Front Cover	4850	4610	4460	4265
Inside Back Cover	4640	4410	4270	4080

Special request positions add 10%

Second colour add 20%

What our readers say about Asian Aviation...

“As Executive Director of the Business Jet Operation Department, Shanghai Airlines Co. Ltd. I need to know what is happening in the Asia-Pacific market. *Asian Aviation* is a great magazine and an interesting read.”

Bob Gao - Executive Director, Business Jet Operation Department Shanghai Airlines Co. Ltd.



Editorial Contact

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Supporting Advertisers

Airbus
 ATR
 AJW Walter Aviation
 Australian Aerospace
 Australian Air Show
 Boeing Business Jets
 Boeing F/A-18
 Cessna
 CFM
 EADS
 Embraer
 Eurocopter
 Execujet
 Executive Airlines
 Fordham Engineering
 Hawker Pacific
 Henkel Technologies
 IAI – Israel Aircraft Industries
 IAI - Bedek
 Pilatus
 Qantas Defence Services
 Rolls Royce Aero
 Tasman Aviation
 Tenix Aviation
 Tenix Defence Aerospace
 Turbomeca

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Asian Aviation 2006 Editorial Features

February 2006

- Airline in Focus: Singapore Airlines
- Asia-Pacific Airline Fleets Directory
- Asian Fighter Upgrades

Exhibition Distribution:

Asian Aerospace, Singapore 21-26 February

Booking deadline – 14 January

Material deadline – 18 January

March 2006

- Airline in Focus: Air Vietnam
- Asia-Pacific MRO Directory
- The cargo market in Asia
- Military Airlift
- Australian Army Rotary Wing Flying Training

Booking deadline – 14 February

Material deadline – 18 February

April 2006

- Airline in Focus: Air Asia
- Asia-Pacific Business Aviation Directory
- Special Mission Aircraft
- Low cost carriers in Asia – the state of play

Exhibition Distribution:

EBACE, Geneva, Switzerland 3-5 May

Booking deadline – 14 March

Material deadline – 18 March

May 2006

- Airline in Focus: China Southern
- Pilot Training for the Chinese airline market
- New Generation Air Traffic Control

Exhibition Distribution:

Shanghai Aerospace, Shanghai, China 9-11 May

ILA, Berlin, Germany 16-21 May

Booking deadline – 14 April

Material deadline – 18 April

June 2006

- Airline in Focus: Korean Air
- Asia-Pacific Airport & Future Airport Directory
- Regional surveillance programmes

Booking deadline – 14 May

Material deadline – 18 May

July/August 2006

- Airline in Focus: Cathay Pacific
- Asia-Pacific Airlines – a mid-year review
- Future Stand-Off Weapons

Exhibition Distribution:

Farnborough, UK 17- 23 July

Booking deadline – 14 June

Material deadline – 18 June

September 2006

- Airline in Focus: Garuda
- Asia-Pacific Simulator & FTD Directory
- Asia-Pacific Flight Safety Directory

Exhibition Distribution:

RAAA, Coolumb, Queensland, Australia 6- 8 September

Booking deadline – 14 August

Material deadline – 18 August

October 2006

- Airline in Focus: Air New Zealand
- Asia-Pacific Helicopter Directory
- Indian Airline industry – who are the key players?
- Asia-Pacific Military Helicopter Programmes

Exhibition Distribution:

NBAA, Orlando, 17- 19 October

Heli-Asia, Bangkok, October

Asia-Pacific Regional Airlines, Singapore

Booking deadline – 14 September

Material deadline – 18 September

November 2006

- Airline in Focus: Air India
- Asia-Pacific Airline Engine Directory
- China's Airline Industry – who are the key players?

Exhibition Distribution:

Airshow China, Zhuhai, 31 October – 5 November

Booking deadline – 7 October

Material deadline – 11 October

December 2006/January 2007

- Airline in Focus: ANA
- Airline orders in 2006 & 2007 forecasts
- IFE – current systems & future prospects

Booking deadline – 14 November

Material deadline – 18 November

Specifications and Delivery

Asian Aviation is produced within a Macintosh DTP environment therefore compatible formats.

Files should be supplied in the following preferred software with all fonts, pictures, graphic images and logos used within the document supplied.

Quarkxpress 4.11 or less

- Please ensure all colours used are in CMYK.
- All images and graphics must be included with the Quark document.
- The resolution required for all images and logos must be 300dpi at 100% and line art up to 1200dpi at 100%.
- All fonts (screen and printer) used in the document must be included use only postscript fonts, not true type fonts.

Adobe Creative Suite

- Indesign 3.0
- Photoshop 8.0 or less
- Adobe Illustrator 11.00 or less
- Adobe Acrobat (see below)

Files may be saved as Tiff, JPEG (maximum quality, 300 dpi). Files should be saved as EPS or pdf in CMYK only. All fonts must be embedded or converted to outlines.

Adobe Acrobat PDF Files

- We accept electronically PDF files up to Acrobat 6
- PDF files should be saved for 'Press' Export Preset
- Ensure the files are in CMYK mode.
- All fonts, images and graphics must be embedded and high resolution in CYMK only.
- All files should be sent as individual pages.
- Size of PDF should be no larger than 10MB.
- Allow 5mm for bleed advertisements.
- Image resolution of 300dpi and the page centred.
- The quality and content of the PDF file sent electronically is the responsibility of the sender.

FTP Site

We can download your advertising files from your FTP website if required.

Compression

Aladdin Stuffit Expander is the only file compression format supported.

Proofs

Advertisers must supply a colour proof with their files unless supplying a black and white advertisement, in which case a black and white proof should be supplied. We will print as closely as possible to proofs; however, no liability is accepted for fair and reasonable variations in printed quality.

Liability Of Advertising

No liability is accepted for any damage or loss of material being held in storage after twelve months of publishing.

Inserts

Multi page loose or stitched inserts will be quoted depending on requirements.

Cancellations

Cancellations cannot be accepted after scheduled advertising booking deadline.

All Advertising Material Should be Couriered to:

Ventura Media Asia-Pacific (Singapore)

Raymond Boey

Block 729 #04-4280

Ang Mo Kio Avenue 6

Singapore 560729

Phone: + 65 6457 2340

Fax: + 65 6456 2700

Mobile: + 65 966 67048

Email: raymond.boey@venturamedia.net

Sizes - All measurements in millimetres

	(h x w)
Double Page Spread Bleed	350 x 490
Double Page Spread Trim	340 x 480
Double Page Type Area	295 x 450
Full Page Bleed	350 x 250
Full Page Trim	340 x 240
Full Page Type Area	295 x 210
Junior Page	225 x 155
Half Page Vertical	295 x 103
Half Page Horizontal	210 x 148
Half Page Double Page Spread	450 x 145
Quarter Page Vertical	148 x 103
Quarter Page Horizontal	210 x 74

TERMS & CONDITIONS

1. These terms and conditions shall apply to, and form part of, each Order for advertising placed with the Publisher. No person may vary these terms and conditions without the approval in writing of the Publisher or his/her duly authorised officer.

Obligations of Publisher

2. Subject to the terms and conditions hereinafter contained, the Publisher shall publish all advertising in accordance with the Order received from the Advertiser.

Order Requirements

3. i. The Advertiser is solely responsible to submit to the Publisher requested material by the Due Date.
- ii. A signed and dated facsimile transmission or photocopy proof of the advertisement or Email acknowledgement from the Advertiser or its agent will be sufficient acknowledgement that the Advertiser has approved the final artwork.

Payments

4. The Advertiser shall pay to the Publisher the total invoice amount for all advertising which shall comprise both the amount shown in the Order for advertising space and all other costs or expenses which may be incurred by the Publisher
5. i. Payment in full of the total amounts shall be made at the head office of the Publisher within 21 days of the date of invoice.

Agent's Commission

6. Where the Advertiser is an accredited advertising agent and provided that payment is made in accordance with clause 5, the Publisher shall pay to the advertising agent a commission calculated at the rate of 10 per cent of the invoiced total space charged.

Late Fees & Interest

7. i. An account keeping fee of 2% of the total invoiced amount will be charged for advertisements not paid after 21 days from date of invoice.
- ii. Additionally, interest will become payable on the total invoiced amount at the rate of 11% per annum on outstanding balances not paid after 21 days from date of invoice.

Rights of Publisher

8. The Advertiser acknowledges that the Publisher at his/her discretion shall be entitled to do any of the following:
 - (a) decline or cancel any advertisement or series of advertisements to which the Order relates without stating any reason;
 - (b) postpone the publication of any advertisement at any time or times and from time to time;
 - (c) not be responsible for any advertising material which remains in its or its printers possession 12 months from the last month of publication of the advertisement to which that material relates, without being required to give notice to any person or agency and without in any way being responsible for loss;
 - (d) cut or alter any print or artwork or other materials supplied by the Advertiser in order to conform to mechanical requirements, without being responsible for any loss;
 - (e) place the word advertisement on any copy which in the Publishers opinion too closely resembles editorial matter.

Legal Compliance

9. Advertisements are accepted for publication on the understanding that they comply with current Acts and Regulations and common law obligations concerning advertising in newspapers and magazines

applicable in New South Wales and Australia. However the publication of any advertisement pursuant to the Order is strictly subject to the Publishers approval.

10. Without limiting the generality for clause 8, the Publisher shall not be required to accept any advertising material the publication of which may in its opinion contravene any provision of part V of the Trade Practices Act, 1974.

Publisher's Limited Liability

11. The Publisher shall not be liable for any loss or damage from the failure for whatever reason of any particular advertisement to appear on any specified date or at all.
12. The Publisher shall not to be liable in any manner for any loss or damage whatsoever to any artwork or other materials the property of the Advertiser which may be deposited with the Publisher for the purpose of fulfilling the Order, but such material shall at all times and in respect of all things remain the risk of the Advertiser.

Substituted Orders

13. The Publisher will not accept a cancellation of the Order whether in whole or in part after the booking deadline date or dates shown on the publishing schedule. Where, in respect of any series advertising, copy for any issue is not received by the Publisher by the appropriate deadline date, then the Publisher shall be entitled to insert in that issue in its place copy previously used for the purposes of the Order and to apply the rate applicable to that advertising.

Key Number Advertisements

14. Where the Order carries a key number, address, or date, the Publisher shall take every care to ensure that the Order is dealt with correctly but shall not be required to allow any deduction or compensation in the event of an error on publication.

Contracted Advertising Rates

15. Contracted rates shall apply in respect of Orders placed for completion within a term of 12 months of the publication of the next issue to go to press after the Booking Deadline Date. If the Advertiser for any reason shall use less space than that contracted for in the Order, then the Publisher shall be entitled to increase the applicable rate according to the amount of space actually used.

Advertiser Acting as Principal

16. The Advertiser warrants that he, she or it places the Order as principal and that he, she or it shall be liable to observe these terms and conditions.

Indemnity to Publisher by Advertiser

17. The Advertiser hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings and legal costs on an indemnity basis whatsoever which may arise from the publication of any advertisement or material pursuant to the Order, and in particular but without limiting the generality of the foregoing, to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright, or infringement of any trade marks, name or logo.

Publisher

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